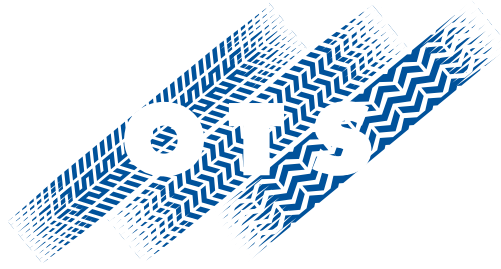




State of California
Business, Transportation & Housing Agency
Office of Traffic Safety

2002
ANNUAL
PROGRESS
REPORT



CALIFORNIA OFFICE OF TRAFFIC SAFETY

2002 ANNUAL PROGRESS REPORT



CALIFORNIA BUSINESS, TRANSPORTATION AND HOUSING AGENCY



Gray Davis, Governor
State of California



Maria Contreras-Sweet, Secretary
California Business,
Transportation and Housing Agency



MARIA CONTRERAS-SWEET

Secretary

BUSINESS, TRANSPORTATION AND HOUSING AGENCY

Dear Fellow Californians:

In the Year 2002 we got 'back to basics' and concentrated on the fundamentals of saving lives and preventing injuries. We focused our efforts on making sure that motorists buckle up and avoid driving under the influence.

More than 180 grants, totaling \$30.3 million, were awarded in 2002. Many of these grants focused on occupant protection and the deterrence of impaired driving. We also embarked on the "California Seat Belt Compliance Campaign," an ambitious program that marshaled together state and local law enforcement agencies with the unified goal of increasing California's seat belt usage rate to 92 percent by the end of 2003. The campaign is the most aggressive effort of its kind undertaken by the State of California.

In 2003, we will continue building our traffic safety outreach at the grass-roots level through community-based organizations (CBOs), which take traffic safety messages directly to the communities they serve. They are uniquely equipped to address and offer local solutions to a myriad of traffic safety issues. We will also make sure that statewide traffic safety practitioners get the latest technological tools. For example, embedded crosswalk lights give drivers a highly visible warning when approaching a crosswalk or mid-block school crossing. Active School Zone Signs, installed in selected areas, offer state-of-the-art solutions to improve sign visibility, alert drivers, and protect our children at school crossings.

California's traffic safety community is working harder and smarter than ever to help address traffic safety challenges, so that resources are allocated where the need is greatest and where the potential for life-saving results can be achieved. As the State's Secretary for Transportation, I applaud the Office of Traffic Safety and our partners for their efforts. I wish them continued success.

Sincerely,

A handwritten signature in dark ink, appearing to read "Maria Contreras-Sweet", is written over the typed name.

MARIA CONTRERAS-SWEET
Secretary

ANNUAL PROGRESS REPORT

FEDERAL FISCAL YEAR 2002

PREPARED BY

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CALIFORNIA TRAFFIC SAFETY FACTS

- In 2001, 3,926 people died and 305,907 people were injured in California traffic collisions.
- California's 2001 Mileage Death Rate (MDR, fatalities per 100 million miles of travel) is 1.26, while the national MDR is 1.5.
- In May 2001, California received the nation's only "A" grade by the National Safety Council for having a high seat belt use rate and a tough seat belt law that is well enforced.
- 2002 marked the second consecutive year California's seat belt usage rate survey came in at 91.1%. The "late eight" (8.9%) represents the more than 3 million California vehicle occupants that are unbelted – more than the population of 21 states. Only the State of Washington has a higher seat belt use rate (92.6%).
- In 2001, 45.9% of all vehicle occupants killed in crashes were unbelted. NHTSA estimates 571 of the 1,268 unbelted vehicle occupants killed – would have survived, had they simply chose to buckle up. Since 1999, the percent of unbelted vehicle occupants killed has trended downward.
- In February 2001, California received the nation's only "A" grade by the National SAFE KIDS Campaign for its child occupant protection laws and child safety seat use rate.
- California's 2002 child safety seat usage rate is 85.6%, while misuse is estimated to be 87%.
- In 2001, the number of vehicle occupants under the age of four killed and injured dropped 6.8% from 3,063 to 2,856.
- In 2002, MADD gave California a B+ grade - the nation's highest grade in their "Rating of the States" report card. California earned the nation's highest grade for the second consecutive reporting period, dating back to 1999.
- California's alcohol fatality rate per 100 million vehicle miles traveled is 0.50, well below the national alcohol fatality rate of 0.63. Only 9 states recorded a lower rate.
- In 2001, 27.7% of all fatally injured drivers had a Blood Alcohol Content (BAC) of .10 or greater – significantly below the national average of 30.1%. Only ten states had a lower rate.
- For the third consecutive year, California realized a reduction in the percent of all drivers in fatal crashes with .08 BAC and above - the 2001 rate is 13.4%.
- Persons killed in alcohol involved collisions increased 6.1% - up from 1,233 in 2000 to 1,308 in 2001. Since 1998, California has experienced a 22% increase in persons killed in alcohol-involved collisions.
- Persons injured in alcohol-involved collisions increased 2.7% in 2001 from 30,971 to 31,806.
- Injured pedestrians under age 15 decreased 3.5% from 4,310 in 2000 to 4,161 in 2001.
- Killed bicyclists under the age of 15 dropped 47.6% from 21 in 2000 to 11 in 2001. California also saw injured bicyclists under age 15 decrease 15.5% from 3,224 to 2,725.



CALIFORNIA OFFICE OF TRAFFIC SAFETY



WHAT IS OUR MISSION?

The mission of the Office of Traffic Safety (OTS) is to obtain and effectively administer traffic safety grant funds for the purpose of reducing deaths, injuries and property damage that result from traffic collisions.

WHAT IS OUR VISION?

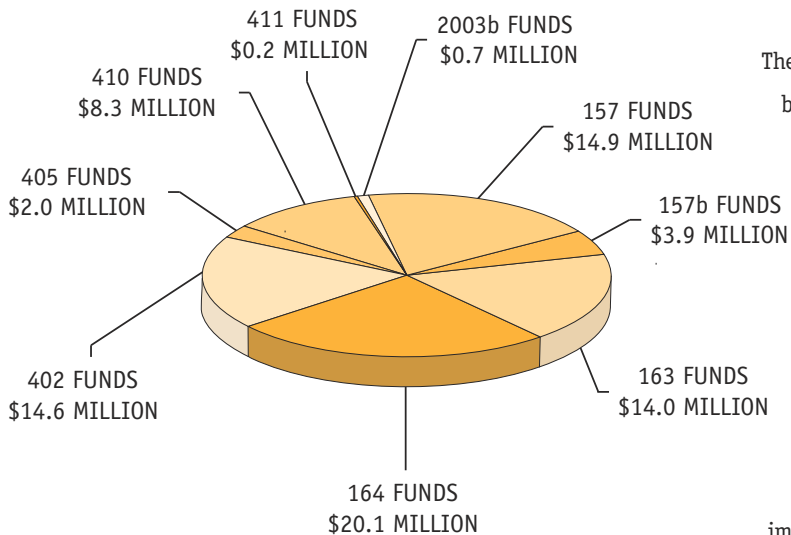
Our vision is ambitious, but we firmly believe it is being accomplished. OTS contributes to California's overall traffic safety efforts by administering traffic safety grants throughout the State, touching as many state and local agencies as possible. To realize the vision we emphasize:

1. Providing service to our clients in all aspects of business practices.
2. Providing leadership and establishing an agenda for traffic safety in California.
3. Utilizing problem identification and evaluation to focus on the most pressing traffic safety problems and funding the most effective countermeasures.
4. Evaluating and improving policies and procedures by applying future oriented concepts of technology and management.



CALIFORNIA OFFICE OF TRAFFIC SAFETY

HOW DOES CALIFORNIA RECEIVE FUNDING?



FY 2002 ALLOCATED FUNDS

The OTS Highway Safety program is a partnership effort between the federal government (National Highway Traffic Safety Administration-NHTSA) and the states. The partnership was created when Congress passed the Highway Safety Act of 1966. The funding for California during Federal Fiscal Year (FFY) 2002 resulted from the passage of the Transportation Equity Act for the 21st Century (TEA-21, a six year bill passed in 1998). Funding included the base program (402) and several incentive programs. California qualified for the incentive funds using our stringent traffic safety laws (e.g., immediate license suspension for first offender drunk drivers) and our effective programs (e.g., underage drinking prevention programs). The California OTS is designated by the Governor to receive federal traffic safety funds for coordinating its highway safety programs. Each year OTS develops a Highway Safety Plan (HSP) identifying the key highway safety problems in the state and the most effective countermeasures to address them. OTS then solicits proposals statewide to address the identified problems. Finally, available funds are allocated to state and local governmental agencies to implement traffic safety programs and projects.

These grants support planning to identify highway safety problems, provide start up "seed" money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. This Annual Progress Report, required by NHTSA (23 CFR Part 1200) and the California Vehicle Code (Section 2905), provides an update of traffic safety projects active throughout the State of California as approved in our HSP for FFY 2002.

AREAS OF CONCENTRATION

States are encouraged to identify needs in each of the nationally designated program priority areas but OTS has the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in the 2002 fiscal year were:

• ALCOHOL AND OTHER DRUGS –

This program aims to prevent people from driving while under the influence (DUI) of alcohol or other drugs and to remove DUI drivers from the road. Our programs use a comprehensive approach by funding educational, prevention and enforcement programs, and by focusing on high-risk groups. Grant programs include interactive youth education, college campus programs, intensive public information campaigns, education for judges and prosecutors, community organization involvement, alcohol screening device and checkpoint trailer purchases, undercover and sting operations, DUI warrant services, sobriety checkpoints and patrol enforcement, and local law enforcement agency partnerships.

• OCCUPANT PROTECTION –

The most recent statewide seat belt survey, conducted in June 2002, reports a 91.1 percent seat belt use and a child safety seat use rate of 85.6 percent. However, improper child safety seat use has been estimated to be as high as 87 percent. Our efforts for seat belts and child



safety seats have focused on legislative mandates, highly effective public information campaigns, increased enforcement, and community education, outreach and training. The programs also provide child safety seats to low income families and attempt to set up child safety seat fitting stations in easily accessible places throughout the state.

• COMMUNITY-BASED ORGANIZATIONS –

OTS defines CBOs as nongovernmental agencies organized to work together on a community-based issue, need or problem. The effectiveness of public safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility in promoting traffic safety within individual communities. OTS funds “umbrella” state, county and local government agencies, which in turn provide grants to CBOs.

• EMERGENCY MEDICAL SERVICES –

Victims of motor vehicle collisions must be assured of receiving life saving emergency medical service no matter where or when the collision occurs. To meet the challenge, OTS funds cost effective programs that incorporate effective strategies for improving the California EMS system’s ability to meet the needs of collision victims. Programs provide access

to life saving equipment, trained personnel, reliable ambulance transportation, effective

communications, public information, education and problem identification and evaluation.



AREAS OF CONCENTRATION

• PUBLIC RELATIONS, ADVERTISING AND MARKETING –

The OTS has worked for several years on public affairs campaigns to inform Californians about the importance of traffic safety in their lives. Many of our campaigns (such as Smooth Operator) have gone on to national prominence. Our public relations efforts include statewide campaigns, as well as support for our many local grants.

• PEDESTRIAN AND BICYCLE SAFETY –

OTS grantees conduct traffic safety rodeos for elementary, middle and high schools, and community groups in an effort to increase awareness among various age groups. To boost compliance with the law and decrease injuries, safety helmets are properly fitted and distributed to children in need. Court diversion courses are established in several communities for those violating the bicycle helmet law. Other programs target high-risk populations and areas with multicultural public education addressing safer driving and walking behaviors.



• POLICE TRAFFIC SERVICES (PTS) -

The PTS program focuses on enforcing and encouraging compliance with seat belt use, impaired driving, speed limit and other traffic laws. PTS grants are highly effective in reducing traffic collisions through selective enforcement and education. These comprehensive programs achieve a significant and long lasting impact in reducing fatal and injury collisions, and peripheral crime. Under these programs, a community uses all available public and private resources to identify and attack all of its significant traffic safety problems.

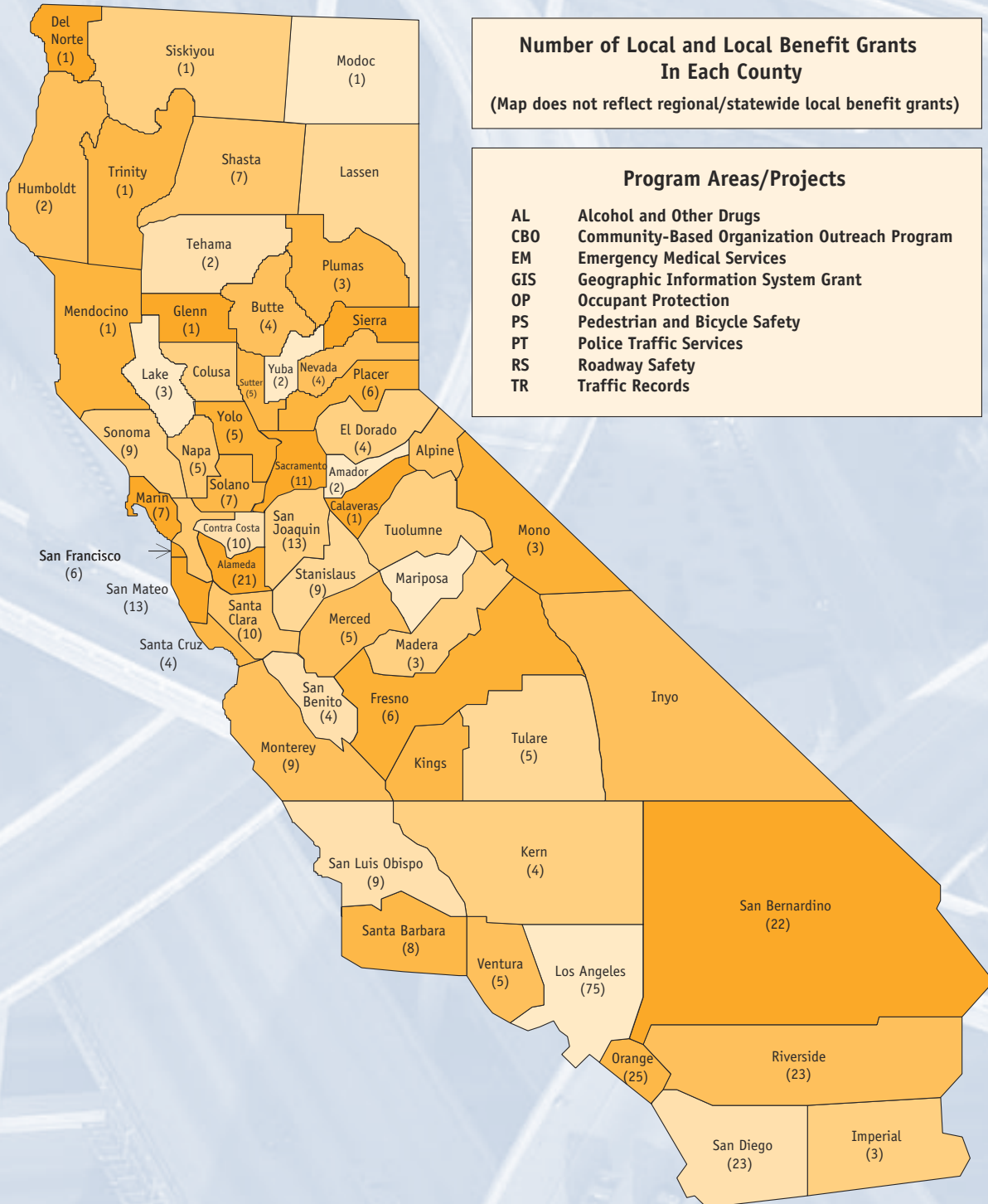
• ROADWAY SAFETY/TRAFFIC RECORDS -

These programs focus on the vehicle operating environment, which is guided by enforcement and engineering, and uses the data generated by those activities. Grant funded projects include the hardware, software and expert services necessary to help automate manual processes, eliminate duplication and implement data gathering and sharing. OTS advocates coordinated system automation efforts to enhance local capabilities for the detection, analysis and resolution of traffic safety issues.

• SAFE COMMUNITIES -

Safe communities is a strategy employed to develop community-based traffic safety programs at the local level. The grants enable communities to form coalitions or task forces that include private citizens, community-based organizations, local businesses, community leaders, traffic enforcement, traffic engineering, emergency services, health and others. The purpose is to provide communities the resources needed to 1) organize; 2) identify their community's traffic safety problems using a systems approach; 3) develop and implement a plan of remedial action; and 4) evaluate accomplishments.

FY 2002 PROJECT DISTRIBUTION



FY 2002 PROJECT DISTRIBUTION

Alameda County:

1-AL Equipment Grant
1-AL Education Grant
1-AL Enforcement Grant
2-CBO Grants
1-EM Education Grant
3-EM Equipment Grants
2-OP Education Grants
1-OP Training Grant
1-PS Education Grant
4-PT Enforcement Grants
1-PT Education Grant
1-GIS Grant
1-RS Education Grant
1-RS Equipment Grant

Amador County:

1-PT Enforcement Grant
1-RS Records Grant

Butte County:

1-AL Enforcement Grant
1-OP Education Grant
1-PT Enforcement Grants
1-EM Equipment Grant

Calaveras County:

1-GIS Grant

Contra Costa County:

1-AL Enforcement Grant
1-AL Training Grant
2-EM Equipment Grants
2-OP Education Grants
1-PT Enforcement Grant
1-PT Equipment Grant
2-GIS Grants

Del Norte County:

1-PS Education Grant

El Dorado County:

3-EM Equipment Grants
1-OP Education Grant

Fresno County:

1-AL Enforcement Grant
1-EM Equipment Grant
1-OP Education Grant
3-PT Enforcement Grants
1-CBO Grant
1-PT Enforcement Grant
1-RS Records Grant

Glenn County:

1-EM Training Grant

Humboldt County:

1-AL Enforcement Grant
1-EM Equipment Grant

Imperial County:

1-PS Education Grant
2-PT Enforcement Grants

Kern County:

1-EM Equipment Grant
1-PS Education Grant
1-PT Enforcement Grant
1-RS Records Grant

Lake County:

1-AL Enforcement Grant
1-OP Education Grant
1-GIS Grant

Los Angeles County:

6-AL Enforcement Grants
3-AL Education Grants
1-AL Equipment Grant
9-CBO Grants
2-EM Equipment Grants
1-OP Enforcement Grants
3-OP Education Grants
2-PS Enforcement Grant
13-PS Education Grants
18-PT Enforcement Grants
1-PT Corridor Safety Grant
2-PT Equipment Grants
2-RS Equipment Grants
1-RS Records Grant
11-GIS Grants

Madera County:

1-EM Equipment Grant
1-OP Education Grant
1-PS Education Grant

Marin County:

1-AL Enforcement Grant
1-PS Education Grant
1-PS Corridor Safety Grant
2-PT Enforcement Grants
2-GIS Grants

Mendocino County:

1-EM Equipment Grant

Merced County:

1-AL Enforcement Grant
1-CBO Grant
1-EM Equipment Grant
1-PS Education Grant
1-TR Records Grant

Modoc County:

1-RS Equipment Grant

Mono County:

1-CBO Grant
1-EM Equipment Grant
1-PS Education Grant

Monterey County:

2-CBO Grants
2-EM Equipment Grants
2-PS Education Grants
2-PT Enforcement Grants
1-GIS Grant

Napa County:

2-AL Enforcement Grants
1-EM Training Grant
1-PT Enforcement Grant
1-GIS Grant

Nevada County:

1-EM Ambulance Grant
1-EM Equipment Grant
1-OP Education Grant
1-GIS Grant

Orange County:

3-AL Enforcement Grants
1-AL Education Grant
1-AL Equipment Grant
2-CBO Grants
1-EM Training Grant
6-PS Education Grants
1-PS Equipment Grant
4-PT Enforcement Grants
1-PT Education Grant
1-RS Records Grant
1-RS Equipment Grant
3-GIS Grants

Placer County:

1-AL Enforcement Grant
1-EM Equipment Grant
1-OP Education Grant
2-OP Training Grants
1-PT Enforcement Grant

Plumas County:

2-EM Equipment Grants
1-RS Equipment Grant

Riverside County:

5-AL Enforcement Grants
2-AL Education Grants
1-CBO Grant
2-EM Equipment Grants
1-PS Education Grant
8-PT Enforcement Grants
1-RS Equipment Grant
1-RS Records Grant
2-GIS Grants

Sacramento County:

1-AL Education Grant
1-CBO Grant
1-OP Education Grant
4-PS Education Grants
1-PT Enforcement Grant
1-PT Evaluation Grant
1-RS Records Grant
1-GIS Grant

San Benito County:

1-AL Enforcement Grant
1-CBO Grant
1-PT Enforcement Grant
1-RS Records Grant

San Bernardino County:

4-AL Enforcement Grants
1-CBO Grant
1-EM Education Grant
6-EM Equipment Grants
2-OP Education Grants
1-PS Education Grant
5-PT Enforcement Grants
1-RS Equipment Grant
1-TR Records Grant

San Diego County:

3-AL Education Grants
4-AL Enforcement Grants
3-CBO Grants
3-EM Equipment Grants
2-OP Education Grants
1-PS Education Grant
2-PT Enforcement Grants
1-PT Corridor Safety Grant
1-PT Education Grant
1-TR Equipment Grant
2-GIS Grants

FY 2002 PROJECT DISTRIBUTION

San Francisco County:

- 1-AL Enforcement Grant
- 1-CBO Grant
- 1-OP Training Grant
- 1-PS Training Grant
- 1-PS Enforcement Grant
- 1-RS Records Grant

San Joaquin County:

- 1-AL Enforcement Grant
- 1-AL Education Grant
- 4-EM Equipment Grants
- 1-EM Education Grant
- 1-OP Education Grant
- 1-PS Education Grant
- 2-PT Enforcement Grants
- 1-PT Equipment Grant
- 1-TR Records Grant

San Luis Obispo County:

- 1-AL Enforcement Grant
- 3-EM Equipment Grants
- 1-OP Education Grant
- 2-PT Enforcement Grants
- 1-PT Education Grant
- 1-PT Equipment Grant

San Mateo County:

- 1-AL Enforcement Grant
- 2-EM Equipment Grants
- 1-OP Training Grant
- 1-PS Training Grant
- 5-PT Enforcement Grants
- 1-PT Equipment Grant
- 1-RS Equipment Grant
- 1-GIS Grant

Santa Barbara County:

- 1-AL Enforcement Grant
- 1-AL Equipment Grant
- 1-EM Ambulance Grant
- 1-EM Equipment Grant
- 1-OP Education Grant
- 1-PS Education Grant
- 1-PT Enforcement Grant
- 1-RS Equipment Grant

Santa Clara County:

- 1-AL Enforcement Grant
- 1-AL Education Grant
- 2-CBO Grants
- 2-PS Education Grants
- 1-PT Enforcement Grants
- 1-RS Equipment Grant
- 2-GIS Grants

Santa Cruz County:

- 1-EM Equipment Grant
- 1-PS Education Grant
- 1-PT Corridor Safety Grant
- 1-GIS Grant

Shasta County:

- 1-AL Enforcement Grant
- 1-CBO Grant
- 1-EM Training Grant
- 2-EM Equipment Grants
- 1-PS Education Grant
- 1-PT Enforcement Grant

Siskiyou County:

- 1-EM Equipment Grant

Solano County:

- 2-AL Enforcement Grants
- 4-EM Equipment Grants
- 1-PT Enforcement Grant

Sonoma County:

- 2-AL Enforcement Grants
- 1-EM Training Grant
- 1-EM Equipment Grant
- 2-PS Education Grants
- 2-PT Enforcement Grants

Stanislaus County:

- 1-CBO Grant
- 3-EM Equipment Grants
- 2-PS Education Grants
- 3-PT Enforcement Grants

Sutter County:

- 2-EM Equipment Grants
- 1-OP Education Grant
- 1-PT Enforcement Grant
- 1-RS Equipment Grant

Tehama County:

- 1-PT Enforcement Grant
- 1-RS Records Grant

Trinity County:

- 1-EM Ambulance Grant

Tulare County:

- 1-AL Education Grant
- 1-EM Ambulance Grant
- 1-EM Equipment Grant
- 2-PT Enforcement Grants

Ventura County:

- 1-AL Education Grant
- 1-EM Equipment Grant
- 1-PS Education Grant
- 2-PT Equipment Grants

Yolo County:

- 1-CBO Grant
- 1-EM Equipment Grant
- 1-OP Education Grant
- 1-PT Enforcement Grant
- 1-PT Education Grant

Yuba County:

- 1-EM Equipment Grant
- 1-PT Enforcement Grant

Regional and Statewide Impact Grants

California Highway Patrol (CHP)

- 2-AL Enforcement Grants
- 5-AL Education Grants
- 1-OP Enforcement Grant
- 1-OP Education Grant
- 1-OP Training Grant
- 2-PS Corridor Safety Grant
- 14-PT Enforcement Grants
- 2-PT Education Grants
- 5-PT Equipment Grants
- 1-PT Corridor Safety Grant
- 5- TR Records Grants

California Department of Transportation (CALTRANS)

- 1-AL Equipment Grant
- 1-CBO Grant
- 3-PS Education Grants
- 1-PS Training Grant
- 1-RS Education Grant
- 1-RS Training Grant
- 2-RS Corridor Safety Grants
- 3-RS Equipment Grants
- 1-RS Evaluation Grant
- 1-TR Training Grant

Emergency Medical Services Authority (EMSA)

- 1-EM Education Grant
- 1-EM Equipment Grant
- 2-EM Rcds Grants
- 1-EM Evaluation Grant

Department of Motor Vehicles

- 2-AL Evaluation Grants
- 1-TR Education Grant
- 10-TR Records Grants

California Department of Justice

- 2-AL Equipment Grants

Department of Alcohol and Drugs Programs

- 1-AL Enforcement Grant
- 1-AL Education Grant

Department of Alcoholic Beverage Control

- 2-AL Enforcement Grants

California Department of Health Services

- 1-CBO Grant
- 1-OP Education Grant
- 1-PS Training Grant
- 1-TR Records Grant

California Energy Commission

- 1-EM Training Grant

Metropolitan Transportation Commission

- 1-RS Evaluation Grant

California Public Utilities Commission

- 1-RS Equipment Grant

University of California - Berkeley

- 1-AL Equipment Grant
- 1-OP Evaluation Grant
- 1-PT Evaluation Grant
- 1-RS Evaluation Grant
- 1-RS Education Grant

University of California - San Francisco

- 1-PS Education Grant

University of California - Davis Medical Center

- 1-OP Education Grant

California State University - Fresno

- 1-OP Evaluation Grant

California State University - San Diego

- 1-OP Education Grant
- 1-PS Education Grant
- 2-PT Evaluation Grants

PROGRAM GOALS AND ACCOMPLISHMENTS

OVERALL PROGRAM GOAL

To facilitate activities/programs which contribute toward reducing the mileage death rate (MDR) from the 1996 rate of 1.42 fatalities per 100,000,000 vehicle miles of travel (VMT) to 1.21 by the year 2002.



OTS recognizes that achievement of quantified goals is dependent not only on the work of OTS, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. Over the last five decades the average decline in the mileage death rate has been 30 percent per decade.

ACCOMPLISHMENTS

The mileage death rate in California has continually declined over the years to a low of 1.19 in 1999. In 2000 this decline gave way to an increase up to 1.22 and in 2001 edged slightly higher to 1.26 deaths per 100 million vehicle miles of travel. Even with the increase, our state is well below the national MDR of 1.5. This APR shows the accomplishments for 511 state and local grants.

ALCOHOL AND OTHER DRUGS

STATEWIDE GOALS

- To decrease the number of persons killed in alcohol-involved collisions 4.1 percent from the calendar 1996 total of 1,254 to 1,203 by December 31, 2002.
- To decrease the number of persons injured in alcohol-involved collisions 14.5 percent from the calendar year 1996 total of 35,654 to 30,475 by December 31, 2002.
- To reduce the percentage of drivers in fatal crashes with a BAC of .08 or above, by 1.7 percentage points from the calendar year 1996 rate of 15.1 percent to 13.4 percent by December 31, 2002.
- To reduce Had Been Drinking (HBD) underage drivers (under age 21) in fatal and injury collisions by 6.9 percent from the calendar year 1996 total of 2,255 to 2,100 by December 31, 2002.

STATEWIDE ACCOMPLISHMENTS

- Persons killed in alcohol involved collisions decreased 4.3 percent from 1,254 in 1996 to 1,308 in 2001.
- Persons injured in alcohol-involved collisions decreased 10.8 percent from 35,654 in 1996 to 31,806 in 2001.
- In 2001, the percentage of drivers in fatal crashes with a BAC of .08 or above dropped to 13.4 percent, a reduction of 1.7 percentage points over the 1996 rate of 15.1 percent.
- HBD underage drivers (under age 21) in fatal and injury collisions increased 2.8 percent from 2,255 in 1996 to 2,318 in 2001.

PROGRAM GOALS AND ACCOMPLISHMENTS

FUNDED PROJECTS GOALS (GRANTEE)

- To reduce alcohol-involved fatal and injury collisions 10 percent by September 30, 2002.
- To reduce hit-and-run fatal and injury collisions 11 percent by September 30, 2002.
- To reduce nighttime (2100 - 0259 hours) fatal and injury collisions 12 percent by September 30, 2002.
- To reduce Had Been Drinking (HBD) drivers under age 21 in fatal and injury collisions by 10 percent by September 30, 2002.

GRANTEE ACCOMPLISHMENTS

In fiscal year 2002, grant-funded projects reported the following results of these activities in their communities:

- Alcohol involved fatal and injury collisions decreased 15.9 percent from the base year number of 2,588 to 2,176.
- Hit and run fatal and injury collisions decreased 7.3 percent from the base year number of 1,624 to 1,505.
- Nighttime fatal and injury collisions dropped 9 percent from the base year number of 1,477 to 1,344.
- HBD drivers under 21 involved in fatal and injury collisions increased 24.5 percent from the base year number of 53 to 66.

Each year, OTS-funded projects aim to reduce fatal and injury collisions caused by drivers driving under the influence of alcohol and other drugs. A summary of fiscal year 2002 activities conducted by all OTS-funded projects with objectives related to alcohol and other drugs is provided in the table above:

ACTIVITY	NUMBER
Number of driving under the influence (DUI) checkpoints	672
Number of vehicles passing through	497,313
Number of drivers screened	339,633
Number of field sobriety tests (FSTs) administered	4,752
Number of DUI arrests resulting from checkpoint operations	1,605
Number of DUI roving patrols conducted	783
Number of DUI arrests resulting from roving patrols	5,238
Number of Portable Evidential Breath Testing (PEBT) devices purchased	1,087
Number of Preliminary Alcohol Screening (PAS) devices purchased	117
Number of Drug Recognition Experts (DRE) trained	47
Number of traffic safety educational presentations**	1,545
Number of students impacted	444,121
Number of "Every 15 Minute" presentations	574
Number of students impacted	190,875
Number of traffic safety community/civic presentations	880
Number of people impacted	593,156

** Traffic Safety Educational Presentations include Sober Grad programs, Simulated Live Action Melodrama (SLAM) programs, Reality Check programs, MADD Fake I.D. programs, MADD Take the Lead programs, real DUI trials and a variety of other educational programs.

OCCUPANT PROTECTION

STATEWIDE GOALS

- To reduce the number of vehicle occupants killed and injured under the age of four, 17.1 percent from the calendar year 1996 total of 3,618 to 3,000 by December 31, 2002.
- To increase statewide seat belt compliance 5.2 percentage points from the June 1996 compliance rate of 86.8 percent to 92 percent by December 31, 2002.

PROGRAM GOALS AND ACCOMPLISHMENTS

- To increase statewide child safety seat compliance 5.4 percentage points from the June 1996 compliance rate of 85.6 percent to 91 percent by December 31, 2002.
- To reduce the number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities 8 percentage points from the calendar year 1996 rate of 54 percent to 46 percent by December 31, 2002.



STATEWIDE ACCOMPLISHMENTS

- Vehicle occupants under the age of four killed and injured dropped 21.1 percent from the 1996 base year total of 3,618 to 2,856 in 2001.
- The 2002 seat belt use rate remained constant at 91.1 percent.
- The child safety seat use rate dropped back to the 1996 rate of 85.6 percent.
- The number of unrestrained vehicle occupant fatalities as a percent of all vehicle occupant fatalities dropped 8.1 percentage points to 45.9 percent in 2001.

FUNDED PROJECTS GOALS (GRANTEE)

- To reduce the number of vehicle occupants killed and injured under the age of four by 10 percent by September 30, 2002.
- To increase seat belt compliance by 5 percentage points by September 30, 2002.
- To increase child safety seat usage by 6 percentage points by September 30, 2002.
- To decrease the child safety seat “misuse” rate 5 percentage points by September 30, 2002.

GRANTEE ACCOMPLISHMENTS

- Vehicle occupants killed and injured under age four decreased 10.9 percent from the base year total of 1,311 to 1,168.
- Seat belt compliance increased an average of 10 percentage points from the base year average of 76 percent to 86 percent.
- Child safety seat usage increased an average of 6 percentage points from the base year average of 75 percent to 81 percent.
- Child safety seat misuse decreased an average of 7 percentage points from the base year average of 88 percent to 81 percent.

The Office of Traffic Safety funded the California Highway Patrol, local law enforcement agencies, county health departments, fire personnel, and universities to develop and implement child safety seat and seat belt programs. Community based organizations partnered with these agencies to conduct child safety seat check ups, which are not included in the data provided. Other activities included providing NHTSA Certified Child Passenger Safety Technician training, conducting media events, public information campaigns, child safety seat and seat belt surveys, educational presentations, court diversion classes; disseminating educational literature;

PROGRAM GOALS AND ACCOMPLISHMENTS

establishing fitting stations; distributing low cost or no cost child safety seats to low income families; focusing on teen seat belt use; and piloting a statewide child passenger safety training system.

A summary of fiscal year 2002 activities conducted by all OTS-funded projects with objectives related to occupant protection is provided in the table below:

ACTIVITY	NUMBER
Child passenger safety trainings	699
a) Total people trained	5,831
b) Law enforcement officers trained	218
c) Firefighter personnel trained	76
d) Technicians trained	605
e) Instructors trained	23
Child safety checkups	551
a) Child safety seats distributed and properly fit	22,462
b) Additional seats properly fit	9,189
c) Vouchers distributed	828
d) Special needs seats distributed	17
New fitting stations established	146
Court diversion classes	53
a) Revenues collected	\$12,050
Child seat citations	7,035
Public education presentations	1,080
School assemblies	64
a) Number of people/students impacted	238,815
Public information developed	
a) PSA's	151
b) Billboards	11
c) Posters	7
d) Paid Advertising	22
e) Videos	4
f) Brochures	16

PEDESTRIAN SAFETY

STATEWIDE GOALS

- To reduce the total number of pedestrians killed 15.7 percent from the calendar year 1996 total of 795 to 670 by December 31, 2002.
- To reduce the total number of pedestrians injured 11 percent from the calendar year 1996 total of 16,011 to 14,245 by December 31, 2002.
- To reduce the number of pedestrians killed under age 15 by 31 percent from the calendar year 1996 total of 90 to 62 by December 31, 2002.
- To reduce the number of pedestrians injured under age 15 by 17.5 percent from the calendar year 1996 total of 5,156 to 4,255 by December 31, 2002.
- To reduce the number of pedestrians killed, age 65 and older, by 15.8 percent from the calendar year 1996 total of 190 to 160 by December 31, 2002.
- To reduce the number of pedestrians injured, age 65 and older, by 5.2 percent from the calendar year 1996 total of 1,393 to 1,320 by December 31, 2002.



PROGRAM GOALS AND ACCOMPLISHMENTS

STATEWIDE ACCOMPLISHMENTS

- Pedestrians killed decreased 9.3 percent from the 1996 base year total of 795 to 721 in 2001.
- Pedestrians injured decreased 9.2 percent from the 1996 base year total of 16,011 to 14,545 in 2001.
- Pedestrians under age 15 killed decreased 20 percent from the 1996 total of 90 to 72 in 2001.
- Pedestrians under age 15 injured decreased 19.3 percent from the 1996 base year total of 5,156 to 4,161 in 2001.
- Pedestrians age 65 and older killed decreased 5.8 percent from the 1996 base year total of 190 to 179 in 2001.
- Pedestrians age 65 and older injured decreased 5.2 percent from the 1996 base year total of 1,393 to 1,320 in 2001.

FUNDED PROJECTS GOALS (GRANTEES)

- To reduce the total number of pedestrians killed and injured 8 percent by September 30, 2002.
- To reduce the number of pedestrians killed and injured under age 15 by 10 percent by September 30, 2002.

GRANTEE ACCOMPLISHMENTS

- Pedestrians killed and injured fell 12.5 percent from the base year total of 4,520 to 3,954.
- Pedestrians killed and injured under age 15 decreased by 14.3 percent from the base year total of 217 to 186.

During 2002, funded projects conducted a total of 347 traffic safety presentations for an audience of 278,189 people. There were 50 "countdown pedestrian signal heads" installed and 3,755 public service announcements or news articles were developed, aired or published.

BICYCLE SAFETY

STATEWIDE GOALS

- To reduce the total number of bicyclists killed 14.1 percent from the calendar year 1996 total of 128 to 110 by December 31, 2002.
- To reduce the total number of bicyclists injured 5 percent from the calendar year 1996 total of 12,574 to 11,945 by December 31, 2002.
- To reduce the number of bicyclists killed under age 15 by 46.7 percent from the calendar year 1996 total of 22 to 15 by December 31, 2002.
- To reduce the number of bicyclists injured under age 15 by 17.8 percent from the calendar year 1996 total of 3,772 to 3,100 by December 31, 2002.
- To reduce the number of non-helmeted bicyclists killed as a percent of all bicyclists killed 13 percentage points from the calendar year 1996 rate of 89 percent to 76 percent by December 31, 2002.



PROGRAM GOALS AND ACCOMPLISHMENTS

STATEWIDE ACCOMPLISHMENTS

- Bicyclists killed decreased 9.4 percent from the 1996 base year total of 128 to 116 in 2001.
- Bicyclists injured decreased 9.2 percent from the 1996 base year total of 12,574 to 11,412 in 2001.
- Bicyclists killed under age 15 dropped 50 percent from the 1996 base year total of 22 to 11 in 2001.
- Bicyclists injured under age 15 decreased 27.8 percent from the 1996 base year total of 3,772 to 2,725 in 2001.
- The percent of non-helmeted bicyclists killed as a percentage of all bicyclists killed fell 3.7 percentage points from the 1996 base year percentage of 89 percent to 85.3 percent.

FUNDED PROJECTS GOALS (GRANTEE)

- To reduce the total number of bicyclists killed and injured in traffic collisions 9 percent by September 30, 2002.
- To reduce the number of bicyclists killed and injured under the age of 15 by 8 percent by September 30, 2002.
- To increase bicycle helmet compliance for children aged 5 to 18 by 15 percentage points by September 30, 2002.



GRANTEE ACCOMPLISHMENTS

- Bicyclists killed and injured dropped 19 percent from the base year total of 873 to 707.
- Bicyclists killed and injured under age 15 decreased 19 percent from the base year total of 429 to 347.
- Safety helmet compliance increased 23 percentage points from the base year average of 35 percent to 58 percent.

Funded projects reported that a total of 791 traffic safety rodeos were conducted impacting 237,892 children and 110,001 safety helmets were distributed during 2002. Also, 1,139 presentations were conducted for an audience of 141,697 people. Projects implemented 17 court diversion programs, which impacted a total of 597 violators. There were 19 cases reported as “saved by the helmet.” Collectively, projects produced 69 public service announcements and news articles.

POLICE TRAFFIC SERVICES

STATEWIDE GOALS

- To decrease the total number of persons killed in traffic collisions 7.9 percent from the calendar year 1996 total of 3,972 to 3,660 by December 31, 2002.
- To decrease the total number of persons injured in traffic collisions 1.03 percent from the calendar year 1996 total of 300,106 to 297,000 by December 31, 2002.
- To decrease the number of fatal intersection collisions 18.9 percent from the calendar year 1996 total of 752 to 610 by December 31, 2002.

PROGRAM GOALS AND ACCOMPLISHMENTS

- To decrease the number of injury intersection collisions 4.9 percent from the calendar year 1996 total of 66,047 to 62,810 by December 31, 2002.

STATEWIDE ACCOMPLISHMENTS

- Persons killed in traffic collisions decreased 1.2 percent from the 1996 base year total of 3,972 to 3,926 killed in 2001.
- Persons injured in traffic collisions increased 1.9 percent from the 1996 base year total of 300,106 in 1996 to 305,907 in 2001.
- Fatal intersection collisions fell 13 percent from the 1996 base year total of 752 in 1996 to 654 in 2001.
- Injury intersection collisions dropped 2.2 percent from the 1996 base year total of 66,047 in 1996 to 64,615 in 2001.

FUNDED PROJECTS GOALS (GRANTEE)

- To reduce total fatal and injury collisions 10 percent by September 30, 2002.
- To reduce speed-related fatal and injury collisions 8 percent by September 30, 2002.

GRANTEE ACCOMPLISHMENTS

- Fatal and injury collisions fell 10.5 percent from the base year total of 24,778 to 22,166.
- Speed related fatal and injury collisions decreased 2.5 percent from the base year total of 5,552 to 5,413.

A summary of fiscal year 2002 activities conducted by all OTS-funded projects with objectives related to police traffic services is provided in the table:

ACTIVITY	NUMBER
Laser or radar units purchased	479
Radar trailer deployments	7,932
Number of vehicles passing radar trailers	Over 2,500,000
Enforcement and engineering studies	4
Illegal street racing enforcement operations	104
Non-traffic related arrests	
– Confiscated weapons	66
– Narcotic arrests	630
– Stolen vehicles recovered	285
– Felony arrests (includes felony warrants)	1,099

ADMINISTRATIVE GOALS

COMMUNITY BASED ORGANIZATIONS (CBOs)

STATEWIDE GOALS

- To effectively conduct a strategic, broad-based CBO funding plan through “umbrella” local and state governmental agencies.
- To award grants to CBO’s promoting traffic safety throughout their community.
- To assist CBO’s in building capacity by sponsoring grant writing and media advocacy workshops, and traffic safety training.



PROGRAM GOALS AND ACCOMPLISHMENTS

STATEWIDE ACCOMPLISHMENTS

- Twenty five local and state government “umbrella” agencies directed CBO grants.
- Grants were awarded to 188 CBOs.
- Assistance was given to CBOs through 30 workshops and 26 teleconferences.

Projects planned for funding adopted the “Community Based Organizations” concept of addressing traffic safety issues through non-governmental agencies organized to work together on a community-based issue, need, or problem. The effectiveness of public safety projects relies heavily on community access. This program substantiates the belief that CBO/governmental agency alliances will enhance community access and message credibility. This outreach program firmly establishes CBOs as key stakeholders in promoting traffic safety within individual communities.

EMERGENCY MEDICAL SERVICES (EMS)

STATEWIDE GOALS

- To improve emergency medical services to traffic collision victims in rural California communities by identifying and supporting programs that facilitate the delivery of quality emergency services within the critical “golden hour.”



- To improve California’s emergency medical services delivery system through the replacement of outdated and unreliable emergency vehicles and equipment.
- To continue to assess, and improve California’s emergency medical services communications system.
- To develop an integrated statewide information system that will have the capability to monitor, evaluate and elucidate emergency medical services and trauma care in California.

STATEWIDE ACCOMPLISHMENTS

- California continues to make great strides in reducing death and disability from motor vehicle collisions by ensuring an effective Emergency Medical Services system is in place. OTS provides funding for training, life saving medical and rescue equipment, reliable communications equipment, and emergency rescue and transportation equipment.
- The EMS delivery system improved in 113 California communities through the distribution of emergency rescue extrication equipment and placement of emergency vehicles.
- The communications system design is under development.
- Development on two statewide data collection and reporting systems continues. The two systems are the Personnel Licensing and Enforcement System and California EMS Information System.

FUNDED PROJECT GOALS (GRANTEE)

- To design a pilot EMS communications system that will interface with all EMS service providers (dispatch center personnel, ambulance companies, hospital emergency departments) and local public safety agencies using advanced communications technology by September 30, 2003.

PROGRAM GOALS AND ACCOMPLISHMENTS

- To develop and implement a data collection and reporting system capable of gathering data from all state EMS system participants by September 30, 2003.
- To develop and implement a bystander care program for rural northern California communities by September 30, 2003.

GRANTEE ACCOMPLISHMENTS

- Emergency extrication equipment training was provided to 1,891 emergency rescue personnel throughout the state.
- Grant funded projects cumulatively reported a 45 percent reduction in extrication times (arrival at collision site to transport), helping to improve trauma patient outcome by providing medical care within the critical “golden hour”.
- To date, 10 counties have submitted applications for consideration as possible pilot sites. The communication system design is under development.

- Development on two statewide data collection and reporting system continues. The two systems are the Personnel Licensing and Enforcement System and California EMS Information System.
- The NHTSA “First There, First Care Bystander Care for the Injured” program has been implemented in five rural Northern California communities. To date, 467 high school driver education students have completed the program learning five simple but essential steps: stop to help, call for help, assess the victim, start the breathing, and stop the bleeding.

A summary of fiscal year 2002 activities conducted by all OTS-funded projects with objectives related to emergency medical services is provided in the table below:

ACTIVITY	QUANTITY
Communities receiving specialized low angle rescue equipment for response to collisions in mountainous terrain	52
Communities receiving specialized equipment for scene assessment and response in low visibility situations	2
Communities receiving rescue vehicles	3
Communities receiving ambulances	4
Counties improving emergency communications	2
Hours of hands on EMT training provided to rescue personnel in Sonoma County	199
Police and Fire departments receiving technical assistance on the implementation of the “Please Abide, Move Aside” program	10
Northern California firefighters receiving bus stabilization and extrication training	238
Traffic safety education community events held	100
Persons impacted from traffic safety education community events	17,599
Sets of extrication tools purchased and placed into service (a single hydraulic tool or a combination of tools [airbags, hydraulic and non-hydraulic tools] purchased and placed in service at one location)	111
Thermal imaging devices purchased	4

PROGRAM GOALS AND ACCOMPLISHMENTS

ROADWAY SAFETY/TRAFFIC RECORDS

FUNDED PROJECTS GOALS (GRANTEE)

- To establish Countywide Geographic Information Systems (GIS) or other Automated Collision Analysis Systems including hardware, software and network cabling or other linking media for police departments and the public works departments.
- To ensure public works and police departments have timely access to current and complete traffic data required to identify, isolate and analyze critical traffic safety issues.
- To improve the Traffic Engineering Department's customer service by improving the time it takes to produce and track collision reports and also by reducing the time it takes to analyze high collision locations by 30 percent. The corresponding salary savings are to be tracked and reported.
- To implement a computerized traffic control device inventory (TCDI) module in the engineering application to allow storage and retrieval of relevant traffic control device information to track, inventory and schedule maintenance and replacement logs.

GRANTEE ACCOMPLISHMENTS

- Statewide data reported indicates that automated collision and citation analysis based Geographic Information Systems were developed in 28 separate jurisdictions.
- Of those 28 jurisdictions, 22 (78 percent) involved the development of a shared system between the local Department of Public Works (DPW) and the local Police Department.
- This joint system development effort ensures the sharing of traffic related data between engineering and enforcement agencies, which leads to timely data access collection. The development of these systems which generally replace flat file or manual systems result in enormous and lasting time savings for both agencies. Reports from a number of agencies indicate time savings of 25-50 percent resulting in enhanced productivity and fiscal restraint.
- In addition, 412 miles of roadway have been inventoried and the data automated for more precise and efficient management of roadway signage replacement and maintenance.

PUBLIC RELATIONS, ADVERTISING AND MARKETING

GOALS

- To create innovative, results-producing community, regional and statewide traffic safety programs.
- To make safe driving the behavior of choice for all Californians, including diverse audiences and under-served communities.
- To help ensure that OTS achieves its mission and stated goals.



PROGRAM GOALS AND ACCOMPLISHMENTS

ACCOMPLISHMENTS

Drunk and Drugged Driving (3D) Prevention Month (December). Sponsored nationally by the National Highway Traffic Safety Administration, 3D Month is a public awareness campaign designed to educate the public about the dangers of driving while impaired. In December 2001, the OTS partnered with the California Highway Patrol, Department of Alcoholic Beverage Control, and the California Restaurant Association to create a new kick-off event, COPTails, for the 3D Month campaign. COPTails commenced with a Sacramento news conference featuring uniformed officers of various law enforcement agencies serving non-alcoholic drinks to restaurant patrons. The campaign generated more than 200 electronic and print media placements, valued at more than \$277,000.



Sports Marketing Program. Through partnerships with several major and minor league professional sports teams, the OTS Sports Marketing Program reached approximately 2 million people in 2002. The program promoted seat belt use and anti DUI messages to fans attending sporting events throughout the state. Joined by the California Highway Patrol, OTS partnerships consisted of several elements, including scoreboard messages, public address announcements, information posted on team Web sites, player PSAs, interviews during the game, stadium events,

and collateral production. In 2002, the program included partnerships with the World Champion Anaheim Angels, San Francisco Giants, San Diego Padres, Modesto A's, Sacramento River Cats, San Jose Cyber Rays, Los Angeles Galaxy, San Diego Spirit, and the Bakersfield Condors. Since the program's inception in 1995, the OTS has conducted sports marketing events with more than 20 professional teams. Traffic safety messaging was viewed by more than 14 million people.

OTS facilitates and partners with a number of other special events and campaigns which work to reduce fatalities and injuries. They include (but are not limited to) the following:

Child Passenger Safety Week (February 10-16). Business, Transportation & Housing Agency Secretary Maria Contreras-Sweet kicked off Child Passenger Safety Week during a press conference at David Lubin Elementary School in Sacramento. The California Highway Patrol, Department of Motor Vehicles and the Department of Health Services joined OTS during the annual observance, designed to remind parents and caregivers about the importance of properly securing children in vehicles. The event generated 30 statewide electronic and print media placements.

May Seat Belt Mobilization. Held in connection with the ABC Buckle Up America Mobilization, OTS produced radio PSAs which were broadcast in selected markets during the May Seat Belt Mobilization. California's seat belt use rate of 91.1 percent is the nation's second highest.

Grantee Media Support. OTS Public Affairs provided guidance to 60 different grantees during 2002 in terms of news releases, advisories, and special events and press conferences. OTS Public Affairs worked directly with the Bay Area Regional AVOID campaign in May and September, 2002, and, partnered with the National Highway Traffic Safety Administration on a variety of events and speaking engagements.

PROGRAM AREA HIGHLIGHTS

ALCOHOL AND OTHER DRUGS

The Santa Clara Valley Health and Hospital System's "DUI Court in Schools" project provides funds to convene and conduct actual DUI trials on high school campuses in Santa Clara County. This program physically relocates courtrooms to high schools and conducts trials with real attorneys, real defendants, and real judges using statutory requirements, laws, and courtroom protocols. The primary goal of this project is to institutionalize a countywide court-school-community program. In fiscal year 2002, three DUI trials were held on high school campuses, impacting more than 750 students.



The Santa Ana Police Department's "Orange County DUI Task Force," comprised of 18 different law enforcement agencies, collaborated to provide education and enforce DUI laws in Orange County. Together, these 18 agencies conducted five DUI checkpoints resulting in 28 DUI arrests; nine DUI saturation patrols resulting in 71 DUI arrests; and 14 countywide issue-oriented enforcement efforts. In addition, the Orange County DUI Task Force conducted a youth press conference where students experienced a Simulated Live Action Melodrama (SLAM) DUI collision,

interviewed police officers, firefighters, judges, attorneys, and a coroner, and reported their experiences in their school newspapers. The Task Force also participated in the Orange County Fair, California State Fullerton Alcohol Awareness Week, and the UC Irvine Alcohol Daze event.

OCCUPANT PROTECTION

The University of California, Berkeley's (UCB) "Occupant Protection Surveys and Evaluations" project includes the development of protocols for roadside observational surveys of child safety seat, seat belt, and bicycle helmet compliance. This program also performs evaluations of the safety impacts of various projects implemented by localities aimed at increasing seatbelt, child safety seat, and bicycle

helmet usage, based on data collected by the new protocols.

The UCB staff worked with traffic safety advocates and OTS staff to develop a quasi-scientific methodology to conduct

child safety seat usage surveys. This new protocol provides grantees the ability to measure the success of the program. Both seat belt and safety helmet survey protocols will be available in early 2003.



The California Highway Patrol's "Give Life a Boost" project focuses on improving child passenger safety through enhanced public awareness. The CHP instituted a comprehensive public awareness/education campaign to inform parents of the new child restraint law (requires

PROGRAM AREA HIGHLIGHTS

children up to 6 years of age be in a child safety seat or booster), which took full effect January 1, 2002. Booster Kits with a variety of educational materials were developed and distributed to law enforcement officials, health professionals, and community organizations across the state. In addition, media spots were purchased, community presentations were held, child safety seat check ups were conducted, and over 2,000 booster seats were distributed. CHP established fitting stations throughout the state at all area offices.

The San Bernardino County Department of Public Health's "Occupant Protection/Passenger Safety" project activities included the following: advancing public awareness and understanding of the new California booster seat law through public information and education campaigns; attending an out-of-state occupant protection conference; preparing for coalition partnering with law enforcement agencies supporting the seatbelt mobilization; conducting traffic safety rodeos; completing a bicycle helmet poster photo shoot with the US Air Force Thunderbirds; bicycle helmet distributions and fittings; completing a total of 152 training sessions in English and Spanish regarding proper use and installation of child passenger safety seats for the benefit of county employees, parents, and caregivers who transport children; distributing and installing over 1,600 grant-funded child passenger safety seats to qualified parents or care-givers;

creating, producing, and deploying paid media billboards; conducting child passenger safety seat check-ups for the general public; and participating in public outreach regarding occupant protection through fairs and other venues.

BICYCLE AND PEDESTRIAN SAFETY

The Irvine Police Department's "School Zone Traffic Management 2000" project included 20 school traffic safety/bicycle rodeos with 5,200 students participating, school zone review for 23 elementary schools, signage, cones, and the re-engineering of school zone drop off areas. During 2002, the number of fatal and injured pedestrians under 15 years of age decreased 25 percent and the number of fatal and injured bicyclists under 15 years of age decreased 20 percent.

The Los Angeles County Department of Health Services' "Make Children Traffic Safe" project conducted 167 traffic safety rodeos for almost 88,000 elementary school students, distributed 87,220 safety helmets to children, and trained parents on how to properly fit the helmets.

This program was responsible for saving the lives of at least 11 children who reported being saved by their grant funded



PROGRAM AREA HIGHLIGHTS

safety helmet. Also, a public outreach campaign regarding bicycle and pedestrian safety yielded nine news articles in various media outlets. Safety helmet compliance was observed at 76 percent (almost a 50 percentage point increase from the pre-project survey).

The Shasta County Department of Public Health's "Bicycle Safety Outreach" project included a kick-off press conference, established a bicycle safety subcommittee, created a helmet bank, awarded mini-grants to community based organizations, completed observational helmet surveys, and conducted a community bicycle safety workshop. During fiscal year 2002, the total number of bicyclists killed and injured under age 15 decreased 24 percent.

POLICE TRAFFIC SERVICES

The Regents of the University of California's "Northern California Traffic Safety Evaluation" project included two individuals who are subject professionals, who utilize statewide collision rankings provided by OTS to prioritize potential sites for evaluations. They travel to local cities and conduct free evaluations of local traffic engineering and enforcement program elements and local conditions, identifying problem areas, and recommending solutions. During fiscal year 2002, comprehensive evaluations were conducted in three selected sites along with a detailed report containing the findings and recommendations of the evaluation.

The Monterey Park Police Department's "Comprehensive Traffic Safety Program" was implemented as the city was experiencing a major traffic safety problem in the areas of alcohol-involved collisions, speed related collisions

and pedestrian involved collisions. During 1998, the city recorded seven pedestrian fatalities; six of which were elderly Asian females. Project activities started with identifying the group of people most impacted by traffic collisions. Once this group was identified, the police department conducted 16 DUI checkpoints, 628 days of concentrated speed enforcement, and 290 traffic safety presentations to senior citizens and children. There were no fatalities as a result of a traffic collision for the duration of the project. Pedestrian fatalities and injuries decreased 8 percent, speed related fatal and injury collisions decreased 20 percent, and alcohol-involved fatal and injury collisions decreased 68 percent.

COMMUNITY BASED ORGANIZATIONS

The City of Los Angeles "Traffic Safety Program for Community Based Organizations" project provides funds to "low income" clients of some 220 CBOs within the city of Los Angeles. The city utilizes six community improvement-planning areas to develop and implement innovative traffic safety practices. The activity phase was kicked off during fiscal year 2002 with the NHTSA certification of 18 child passenger safety technicians. These educators conducted 12 child passenger safety



PROGRAM AREA HIGHLIGHTS

trainings for 690 parents and distributed 690 child safety seat vouchers. The traffic safety program included 133 traffic safety rodeo events serving 7,480 people. A total of 2,944 helmets were distributed and fitted at these events.

The “Community Based Organization Outreach” project in Riverside County included holding meetings with mini-grant awardees; funding 22 grants to CBOs in cities throughout Riverside County; and providing technical assistance to the awardees. Mini-grantees are conducting programs in child passenger safety, bicycle, scooter, and skateboard safety, and providing information on general traffic safety issues to new members of the Riverside County communities in three languages.

The Long Beach “Family Safety Community Based Organization (CBO) Outreach” project included the award of 40 grants to local CBOs to promote education on child safety seat use and pedestrian and bicycle safety to a diverse population. Education is being dispersed through selected non-profit organizations in three languages: English, Spanish, and Khmer (Cambodian). The Partners of Parks CBO received a grant to produce a traffic safety theatrical play and develop traffic safety mural images to be displayed at a local school. The play included eight actors who received traffic safety education, assisted in writing the script, and designed the props. The play provided education to over 100 individuals in attendance.

The “Community Based Organization (CBO) Outreach for Traffic Safety Education” in Cities within Monterey County project awarded 24 mini-grants to CBOs in cities throughout Monterey County. Activities focus on traffic safety programs relating to occupant protection and bicycle and pedestrian safety. The Boys & Girls Club developed a program to reduce the number of bicyclists and pedestrian injuries by implementing parent patrols and conducting bicycle rodeos. The Clinica De Salud organization in Salinas is concentrating their efforts on reducing the number of injuries and fatalities among children riding in motor vehicles. They are certifying clinic staff to install safety seats, and are distributing more than 900 safety seats to families in need.

EMERGENCY MEDICAL SERVICES

The Anderson Fire Protection District’s “North State Vehicle Extrication” project provided funds for hydraulic extrication equipment for 11 counties. The project has experienced numerous successes. All 11 sets of equipment were distributed to volunteer fire departments, which previously had no equipment. Fire chiefs’ association meetings served as the venue for deciding which department would receive the equipment. Through a collaborative effort, each county had direct input on the recipient agency, with 120 first responders receiving training on the equipment. Extrication time was decreased by more than 10 percent in the two rural communities.



PROGRAM AREA HIGHLIGHTS

The Barstow Fire Protection District's "Extrication Equipment Replacement" project provided for the purchase of extrication equipment and collaborated with the California Highway Patrol to develop and produce radio announcements for motorists and residents regarding impaired driving on Interstate 15, Interstate 40, and other major roadways. The goals of this project were to decrease response time and to improve the EMS delivery system within the Barstow Fire Protection District, and promote awareness of impaired driving, including drowsy driving. As a result of this project, extrication time was reduced 17 percent.

SAFE COMMUNITIES

The Department of Health Services' "California Safe Communities" project included quarterly Safe Communities coalition meetings, 11 teleconferences, and project staff providing technical assistance to the eight safe community mini-grantees. The local grantees utilize local injury data to identify injury problems, expand partnerships beyond traditional traffic safety advocates, pursue citizen involvement in carrying out community priorities, and work toward building a community infrastructure.

The University of California, Davis' "Highway 16 Safe Communities: Building Bridges in Rural Yolo County" project held quarterly safe communities coalition meetings, conducted 24 safety seat checkups, distributed 121 safety seats, conducted 21 CPS trainings, and conducted one bicycle rodeo impacting 50 students. Also, during this grant, 420 bicycle helmets were distributed, helping

to increase usage by five percentage points from 20 to 25 percent. The major outcomes of this grant were the \$48 million Caltrans improvements project for Highway 16, and the participation of the community in designing improvements and identifying solutions.

The San Diego Police Department's "San Diego Safe Communities – 2000" activities included contracting with San Diego theaters to display pre-movie traffic safety slides to an audience of 286,740 over 14 weeks and developing a number of traffic safety messages to be broadcast over local radio station 91X during the 2002 holiday period. In addition, this project designed two different pedestrian safety cards posted in 500 locations throughout San Diego, conducted classes to certify 47 Child Passenger Safety Technicians, distributed 680 new child safety seats, provided child passenger safety information packets to 1,275 families, and conducted 26 child safety seat checkups where 2,255 safety seats were checked.



The University of California, Irvine's "California Safe Communities" project activities include the development and implementation of culturally and geographically appropriate traffic safety strategic interventions through coalition-based planning processes defined by the NHTSA "best practices" Safe Communities model. Project activities included quarterly meetings

PROGRAM AREA HIGHLIGHTS

of the countywide task force to work on an injury prevention initiative, installment and training of the GIS countywide collision software, development of a “Safe Communities” best practices survey, and many traffic safety presentations.

ROADWAY SAFETY /TRAFFIC RECORDS

The Lynwood “Computerized Collision Database and Automated Records System” project developed and implemented an effective and manageable traffic collision analysis system that provides timely and accurate information to assess and base engineering, enforcement and other traffic safety related decisions. The contractor used 10 years of crash data to produce a set of maps for the system, which provided traffic engineers with vital information on problem locations and the Los Angeles County Sheriff’s Century Station (contract law enforcement agency) with information to target their enforcement efforts. The goal of this project was met by increasing productivity and enforcement capabilities of the traffic engineering, sheriff’s department and traffic division staff. The automated system has reduced staff time needed to retrieve, research and analyze data, as well as prepare accurate specialized reports by at least 25 percent from the pre-system status.

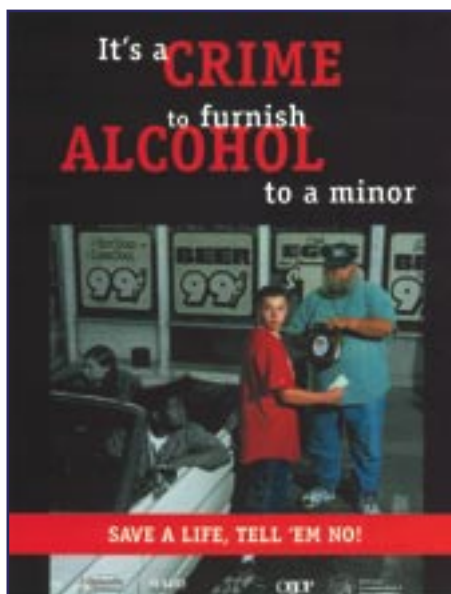
The Modoc County Road Department’s “Program to Reduce Collisions with Animals” project provided funds for purchasing deer whistles for registered vehicles in Modoc County. The department has distributed 1,525 deer whistles over the past two years — representing 18 percent of the county’s registered vehicles. To date, none of the vehicles receiving deer whistles have been involved in collisions involving deer. During the last quarter of the project, the department will continue to distribute remaining deer whistles and complete data analysis.

The Department of Motor Vehicles “Development of a Statewide Outreach Program Between Driver Safety and Local Law Enforcement and Forensic Laboratories” project has provided training to law enforcement and laboratories on how to complete DUI administrative per se (APS) documents to the department. The goal is to reduce the number of inaccurate or incomplete documents resulting in a dismissal or stay of the offense. To date, 125 presentations have been completed statewide providing 2,250 officers with information and training. Future presentations continue to be scheduled, with outreach activity monitored and documented monthly. In addition, a video on how to properly complete APS documents has been completed and will be distributed to agencies statewide.

FUTURE PLANS

The California Office of Traffic Safety will continue to fund a blend of “tried and true” traffic safety programs and new, innovative programs to help us accomplish our mission and vision. OTS is receptive to ideas, suggestions and recommendations from our grantees and incorporates these into our programs wherever possible. We strive to be customer friendly in all of our programs and work hard to streamline processes and eliminate duplication. Future plans to improve traffic safety in California include:

- Continue to employ a multi-faceted approach to DUI that supports programs combining education, prevention, enforcement, and prosecution. OTS plans to link Avoid/Regional programs across the state, convene working groups to address the issue of DUI in specific target populations, promote and develop partnerships among state and local agencies with a vested interest in DUI, support DUI-related advancements in information technology and information management, and to implement and support efforts to again bring the issue of DUI to the attention of all Californians. We will also expand our interest in the court system as it relates to processing DUI's by training more judges, prosecutors and court personnel.
- Reinstitute a statewide enforcement focus on increasing seat belt citations and conduct seat belt and child safety seat surveys to evaluate programs using a new quasi-scientific, yet easy to use, survey protocol. Also, OTS will work to make the child passenger safety infrastructure and network a permanent component of traffic safety through collaboration with existing Safe Kids coalitions. We will also continue promoting the NHTSA Certified CPS Training Program in Occupant Protection for Technicians and Instructors.
- Become more involved in the planning and development of programs to address the needs of the older drivers and pedestrians to decrease crash and injury risks now and in the future. There are currently more than 2.5 million persons age 65 and older currently holding a valid non-restricted drivers license. Drivers 65 years of age and older account for 16 percent of the motor vehicle fatalities, but only 10.6 percent of the population, and they are at an increased risk of death and injury. Mobility is crucial to the social, physical and economic health of all Californian's and one's drivers license is a key component. The “baby boomer” generation, those born between 1946 and 1964, is now approaching maturity, which means the number of older drivers will increase substantially.



FUTURE PLANS

- Expand traffic records automation (Collision/Citation GIS) countywide and to cities within counties. This collaboration between city/county agencies will help ease data sharing between and amongst local agencies. The logical next step in this process is to fund systems for counties with common geographical borders to share traffic related data. These regional capabilities will serve to erase the jurisdictional boundaries on information while at the same time enhancing the capabilities of all agencies.
- Stay abreast of all the latest technological creations and think creatively about countermeasures to confront any potential traffic safety problems. For example, in the near future, use of the Segway could explode as prices drop. The Segway is now being studied by law enforcement for beat use, and the government and industry for warehouse uses, but soon the public will be riding them on sidewalks.
- Expand the Thunderbirds and Blue Angels public information partnership through technology. After four years with the partnership, it is readily apparent that the program is a great success, but often difficult in planning. Instead of expecting to get everything done at an event, the photography of the peace officers and fire officials with kids could be done digitally in studios. Then these images could be superimposed upon digital photography of the Blue Angels and Thunderbirds so that posters can be made much easier and can be distributed throughout the state.



LEGISLATION

During the 2002-2003 Legislative Session, OTS staff monitored and tracked several important traffic safety related bills. The following bills were passed and signed by the Governor and enacted into law:

AB 1886 -

Increases the fines for a designated violation occurring in a specially posted school zone. Funds will be used to pay for the cost of school-pedestrian and bicyclist safety programs.

Effective Date: 1/1/03

SB 567 -

Requires any parent or legal guardian to secure the child in a child passenger restraint system until the child is at least 6 years of age or weighs at least 60 pounds.

Effective Date: 1/1/02

SB 1924 -

Requires that persons under 18 years of age wear a safety helmet while operating a nonmotorized scooter or skateboard, while wearing in-line or roller skates, or while riding upon a nonmotorized scooter or skateboard as a passenger. Effective Date: 1/1/03

AB 770 -

Requires any traffic collision report prepared by a member of the Department of the California Highway Patrol or any other peace officer to include information as to whether a cellular telephone or other driver distraction or inattention is a known or suspected associated factor to the cause of the collision. Effective Date: 1/1/02

AB 2681 -

Requires the State Board of Equalization to adopt regulations for a type 2 school pupil activity bus to be equipped with a passenger restraint system. Effective Date: 1/1/04





Gray Davis, Governor
State of California

Maria Contreras-Sweet, Secretary
Business Transportation
and Housing Agency

Teresa Becher, Interim Director
Office of Traffic Safety

